

WHAT IS CLAIMED IS:

1 1. A method comprising:
2 sensing that a customer is at a menu board of a drive-through;
3 outputting an automated greeting using the menu board;
4 receiving an order from the customer;
5 determining a subtotal of the order;
6 determining an offer based on the subtotal;
7 initiating output of the offer using the digital menu board;
8 sensing that the customer has moved away from the menu board; and
9 automatically terminating output of the offer in response to sensing that the
10 customer has moved away from the menu board.

1 2. A method comprising:
2 determining that a customer is at an ordering station;
3 receiving an order of the customer at the ordering station;
4 outputting a first offer at the ordering station;
5 determining that the customer is at a second station; and
6 outputting a second offer at the second station.

1 3. The method of claim 2, in which determining that a customer is at an
2 ordering station comprises:
3 detecting a vehicle.

1 4. The method of claim 2, in which the second offer is the same as the first
2 offer.

1 5. The method of claim 2, in which the second offer is different than the first
2 offer.

- 1 6. The method of claim 2, further comprising:
2 terminating output of the first offer before the first offer is completed.
- 1 7. The method of claim 2, further comprising:
2 receiving an indication that the customer is not at the ordering station; and
3 automatically terminating output of the first offer in response to receiving
4 the indication that the customer is not at the ordering station.
- 1 8. The method of claim 2, further comprising:
2 determining the first offer based on the order.
- 1 9. The method of claim 8, in which determining the first offer comprises:
2 determining a subtotal of the order; and
3 determining the first offer based on the subtotal.
- 1 10. The method of claim 8, in which determining the first offer comprises:
2 determining at least one item in the order; and
3 determining the first offer based on the at least one item.
- 1 11 The method of claim 2, in which the first offer comprises an upsell offer.
- 1 12. The method of claim 2, in which the first offer comprises an offer for an
2 item in exchange for an amount of change due.
- 1 13. The method of claim 2, in which the second station is a pick-up station.
- 1 14. The method of claim 2, in which the second station is a payment station.
- 1 15. The method of claim 2, further comprising:
2 determining the second offer based on the first offer.

- 1 16. The method of claim 2, further comprising:
2 receiving a response to the first offer; and
3 determining the second offer based on the response to the first offer.
- 1 17. The method of claim 2, further comprising:
2 determining whether the first offer was accepted; and
3 determining the second offer based on whether the first offer was accepted.
- 1 18. The method of claim 2, further comprising:
2 determining whether the first offer was completed; and
3 determining the second offer based on whether the first offer was
4 completed.
- 1 19. The method of claim 2, in which the ordering station comprises a menu
2 board.
- 1 20. A method comprising:
2 initiating output of a first upsell offer to a customer at an ordering station;
3 determining if the customer left the ordering station before output of the
4 first upsell offer was completed;
5 if the customer left the ordering station before output of the first upsell
6 offer was completed,
7 outputting a second upsell offer to the customer at a second station.